

LENSOLOGY & SHUTTERISMS



MARCH-1922-APRIL
WOLLENSAK OPTICAL COMPANY
ROCHESTER, N. Y.



REMINDE YOUR
CUSTOMERS
THAT

WOLLENSAK
PAYS THE
LENS TAX

of ten per cent
levied by
the government



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No. 2

Three New Wollensak Products

To meet an ever-increasing demand, on the part of both dealers and photographers, we have added three new products to the Wollensak line. By reason of their very nature, we are confident that they will meet with popular favor.

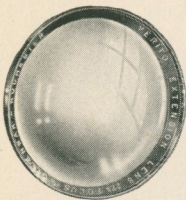
One of them will be of interest to the advanced amateur. The other two more particularly concern the professional photographer. However, dealers in either amateur or professional products, should acquaint themselves with these new products, their possibilities and advantages, by reading the following pages pertaining to them.

The demand for the new lenses already exists. Everyone of your customers might be regarded as a possible purchaser. It only remains for you, our dealers, to tell your customers more about them, and to take the orders that await the man who is on the job.

Every live stock-house will want one or more of these new products for stock, as well as descriptive matter pertaining to these most important additions to our line. Accordingly, we are enclosing a card for your convenience in ordering the lenses and advertising matter desired.

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Verito Extension Lens



"Give us longer focus."

This has been the constant demand of the portrait photographer who appreciates the better perspective that a longer focal length will render.

The Verito Extension Lens has been designed to meet this very real need. A larger F:4 than the 18" size, would be impractical because of its bulk, and would many times be of too long a focus. Hence, the Extension Lens, which is used in conjunction with the standard 18" Verito, lengthening the focus to $22\frac{1}{4}$ ", is a logical and practical solution.

In using the Verito Extension Lens, it is only necessary to remove the original front combination and screw the Extension Lens in its place. The result is a most pleasing perspective, even when making large heads. The speed of the outfit, when the Extension Lens is used, is about F:5.3, and the quality of diffusion, about the same as that of the original Verito used at that aperture.

Every user of an 18" Verito, every photographer who purchases this size, is a prospect for a Verito Extension Lens, for this supplementary outfit greatly increases the usefulness of the 18" lens, and gives the photographer a distinctly different outfit at a most moderate cost.

Price\$19.50

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No. 6 Series II Velostigmat F:4.5

Many studio photographers prefer a lens of longer focal length than the 12" Series II Velostigmat for use on an 8x10 plate. The 15½" size is often too long, and the price is sometimes an obstacle. Hence the new No. 6 Series II Velostigmat, the so-called "10x12" size, of 14" focus will fill a long-felt want.

All F:4.5 Velostigmats are listed for the largest size plate they will cover at full aperture. It does not necessarily follow, however, that they are the most desirable sizes as far as perspective is concerned. While it is to the credit of the 12" Series II, that it can cover an 8x10 plate, it cannot be denied that a longer focus will give a more pleasing perspective.

For use in studios of limited accommodation, and perhaps for some home portrait work, the 12" lens will still be the preferable size. But, for the vast majority of general studio work and groups, the 14" lens will prove a better selection for use on 8x10 plates.

Tell your lens prospects about the new size Series II. They will be interested.

Please make note of the following specifications in your catalog:

<i>Size</i>	<i>Focus</i>	<i>Lens Diam.</i>	<i>In Bbl.</i>	<i>In Studio</i>
10x12	14"	3 1/8"	\$175	\$187

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No 1 Verito Diffused Focus F:4

There have been so many calls for an F:4 Verito of smaller size than our No. 2 of 7¼" focus, that we have found it advisable to add a new size to this popular line. The new lens will be designated as the No. 1, 4x5, focal length 6½", speed F:4.

This new Verito will prove of particular interest to the Graflex user, as it can be used on certain types which heretofore could only be fitted with the No. B size. The following Graflex cameras will take the new size Verito: 4x5 Auto; R.B. Junior and 3¼x4¼ R.B. Telescopic.

	<i>In Barrel</i>	<i>In Studio or Betax</i>
Price	\$28.50	\$41.50



*Seen on the
ground-glass*

KEEP THIS ISSUE of Lensology handy, in your pocket or on your desk, so that you can give your customers full information regarding the latest additions to the Wollensak line.

* * *

THE MATHEMATICAL Verito adds to the attractiveness of your picture, multiplies the pleasure of photography and subtracts from the retouching necessary.

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THE "EARLY BIRD" speaking in the vernacular, is the man who sells all his customers using an 18" Verito, a Verito Extension Lens, before his competitor awakens to its possibilities.

* * *

IMA NUTT suggests in Abel's Weekly that much more hootch can be stored in the barrel of a Vitax if you also have a "Stew-dio" Shutter.

* * *

TELL 'EM to buy their new lens equipment now. If they're waiting for still lower prices, they're going to have an awful long wait.

* * *

OUR NEW CATALOG is in course of preparation. If you have any suggestions to offer, we would be glad to consider them.

* * *



THE MISSING LINK in photographic development always has been the shutter. It was never possible to secure the combination of accuracy and simplicity until the advent of the new gearless, pumpless Betax, the greatest advance in shutter construction in the history of photography.



*Portrait made by Wm
Shewell Ellis with the
Velostigmat F:4.5-the
all-round studio lens.*

One of the illustrations from "Studio Lenses," a booklet of particular interest to the portrait photographer. Do you need any?

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Vitax portrait

By Philip Conklin

“Made with the Vitax”

Just as the Sterling mark on silver is the purchaser's assurance of a product of quality, so is the name Vitax on a lens the photographer's assurance of uniformly excellent quality in his portraits. Negatives made with the Vitax show exquisite textural qualities, rounded, life-like modeling and ample illumination.

For portraiture and child photography your customers will find the Vitax Portrait F:3.8 a lens of unsurpassed merit.

Will There Be Further Reductions in Lens Prices?

This is the day of the so-called "shopper". After an orgy of spending, the buyer has awakened to a full appreciation of the value of the dollar. Price is a paramount consideration.

What does it cost? Has the price been reduced? Are prices coming down any more? These are typical of the queries with which every retailer is confronted.

The dealer, in turn, asks us "Will there be a further reduction in lens prices? If so, when? Obviously, these are questions which deserve an answer.

As you know, we put out a revised price list December first, and, in addition, absorbed the 10% government tax effective January first. Nevertheless, admitting the possible desirability of further price reductions, let us consider these possibilities and the fundamental factors which govern the resale price. The most important are:

- (1) Labor
- (2) Raw materials
- (3) Manufacturing methods

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What relation to costs do these factors bear? Can a saving be effected in the case of any of them?

The average factory wage in the Wollensak plant today is about 90% more than before the war,—when optical workers were admittedly underpaid. Their wages will never return to pre-war levels—nor do we want to see them do so. Wollensak employees receive a wage which warrants their best efforts towards the production of quality merchandise. They represent the pick of the trade. They are contented. We find it economical to keep them so.

What about raw materials? Have they declined in price? The imported French optical glass, the most expensive of the materials used in quantities, is much higher in price today than before the war. There have been some slight reductions, but practically none to pre-war levels. Furthermore,—and this is important,—we never passed on to the trade in the price of our merchandise, the enormous increases in raw material costs, which we sustained. Therefore, a decline in raw materials, would not permit of a proportionate reduction in the price of the finished product.

As far as manufacturing methods are

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concerned, the Wollensak plant today is using the most modern methods and machinery available. In a recent issue of Lensology, some of this equipment was described. Efficient methods have kept Wollensak prices down.

Of course, we could make a *cheaper* product,—cheaper in workmanship, quality and outward appearance. But what folly it would be to sacrifice quality for cheapness! Not how cheaply, but *how good*. that is our standard rule for measuring worth. We confidently assert that Wollensak lenses and shutters are of finer quality today than ever before. And we are spending vast sums each year, in research and experimentation, endeavoring to discover further improvements.

We have discussed the principal factors affecting price. We have shown the impracticability of a reduction in any of these cost elements. But aside from all this, Wollensak prices cannot be reduced appreciably *because they never were greatly advanced*. Prices on Wollensak products today are very little higher than before the war. How many other products are as near to their pre-war level?

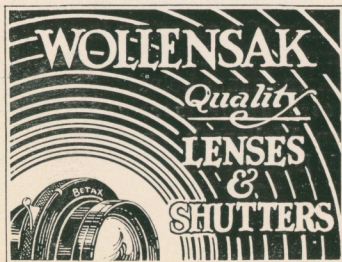
Considering all of the foregoing facts,

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there is no need of our emphasizing the improbability of prices being further reduced. Accordingly dealers can order for stock without fear of having to sustain substantial loss because of reductions. Now is a good time to stock the lenses in popular demand. For the dealer who can give prompt service is going to get the business.

We are forging ahead along the right track—giving greater value at no greater price. We are reaping the fruits of honest endeavor. For every mail brings an increasing number of enthusiastic comments on the quality of Wollensak products while complaints have dwindled to insignificance.

Sales have steadily increased in volume since last July. This is certainly indicative of a general recognition on the part of both dealers and photographers of a quality product at a fair price.



The Big Show of the Year

The INTERNATIONAL PHOTOGRAPHIC CONVENTION

of the P. A. of A.

KANSAS CITY, MO.

M A Y 1 - 6 , 1 9 2 2



Three Photographers' Associations, the Southwestern, the Missouri Valley and the North Central, are combining with the Photographers' Association of America, to help make this the biggest, best and most worth while convention of 1922.

Every progressive photographer, stock-house and manufacturer should be there. It will be a convention none of us can afford to miss.

ANDREW Carnegie
once said: "I can
afford to spend a
million dollars for a ma-
chine that will cut the cost
of steel ten cents a ton."
In other words, the value
of a machine or instru-
ment cannot be measured
by what it costs, but by
what it does. A lens that
insures a nicer rendition of
tones and textures, better
negatives, satisfied custo-
mers and fewer failures, is
worth many times its pur-
chase price.